



NOVEMBER 2005

EMPLOYEE NEWSLETTER

In the Loop

Clean Air Challenge Begins

WHEN OUR CUSTOMERS PLEDGE TO BUS, BIKE, WALK OR CARPOOL AS OFTEN AS POSSIBLE THROUGH FEBRUARY, THEY ARE AUTOMATICALLY REGISTERED TO WIN GREAT PRIZES.

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The 2005-2006 Clean Air Challenge officially got underway on Saturday, November 5 when ABQ RIDE sponsored the first UNM Men's basketball game of the season. Prior to the game, ABQ RIDE held a reception in the Pete McDavid Lounge for the business sponsors who together donated more than \$20,000 in cash, prizes and advertising costs.



When several thousand patrons entered the game that night, they each received a Clean Air Challenge brochure. Completed challenge cards were used for a half time drawing of a red Dyno Ultra Glide Cruiser donated by Albuquerque Bicycle Center and a balloon ride for two donated by Comet Cleaners. Several more winners received Lobo basketball tickets.

The cover of this year's brochure includes a photo of the Sandia mountains and bosque taken by local photographer William Stone. This same image will be used in all advertisements through the end of the campaign in February. Five hundred posters of this image will be given away as prizes.

ABQ RIDE is working with several business partners in the community to help distribute the Clean Air Challenge Cards. Several events are also planned this winter to encourage people to complete the cards and be entered into several drawings throughout the campaign. Prizes such as stereos, television sets, round trip AMTRAK tickets, bicycles, ice cream for a year, gift certificates and much more will be given away.

The public can pick up a brochure in our Customer Service Center at the ATC or download a challenge card on our website at www.cabq.gov/transit.



IT'S A FACT:

Overall Ridership Is Up By 17.5%

Discover a Book on ABQ RIDE

In October, ABQ RIDE launched a literacy program called Discover a Book on ABQ RIDE. Children will now be able to board a bus and read a book while traveling to their destination. ABQ RIDE began collecting books last spring with several book drives. Businesses in the community were quick to join in with this great cause by placing donation boxes in their stores or by providing monetary donations to purchase the racks. To date, ABQ RIDE has collected more than 18,000 books.



This will be an on-going project throughout the year to keep the buses stocked with literature. The public can donate any new or used children's books at about a dozen locations throughout the city. To view drop off locations, please visit our website at www.cabq.gov/transit.

Wireless Web Access on Rapid Ride

Using Rapid Ride just got a lot more interesting for the business commuter and college student. All of the city's 12 Rapid Ride vehicles now have high-speed wireless web access. There are 83 "hot spots" along the route that allow the buses to establish a connection from zone to zone. This new technology will allow passengers with PDA's or laptop computers to surf the internet, check email, send reports to work or chat with friends. Now, many people will find their commute time to be productive time.



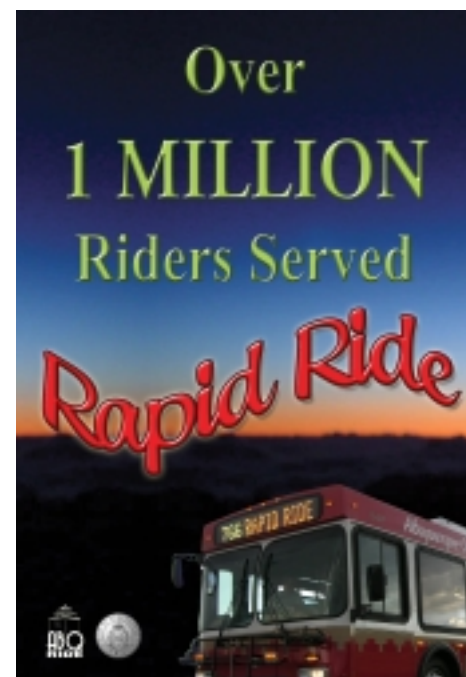
Rapid Ride Reaches One Million Passengers This Month

ABQ RIDE is proud to announce that the one-millionth passenger officially boarded Rapid Ride on November 17, 2005. The grand prize winner was Jennifer Rhea of Albuquerque.

"It is quite an accomplishment to reach one million passengers only eleven months after starting this express service," said Mayor Chávez. "Rapid Ride has changed the way people think about public transportation in Albuquerque. Now with wireless web access and books for children to read, this service appeals to a wide variety of people choosing to use a fast, convenient form of public transportation."

During the morning and evening commute times, passengers boarding Rapid Ride were given small gifts of appreciation for their patronage. Gifts included magnets, chip clips and free bus passes. Jennifer Rhea was named the one-millionth rider. She received a grand prize gift basket that included a free bus pass for a year, a luxury hotel stay, dinner for two and much more.

In early November, commercials and bus boards have been asking passengers if they are "one in a million". After the one-millionth passenger boarded, the campaign transitioned to advertising showing "over one million served" on Rapid Ride.



DON'S LAST ROUTE

THE ROAD TO RETIREMENT

For more than 23 years, Don Marquez has been a familiar face at the Transit Department. But on October 21, his co-workers said good-bye to a man who helped shape Albuquerque's alternative transportation network.

When he began working for Transit, Tommy Tutone was playing on the radio and The Love Boat was a hit tv show. As the times changed, so did Don. His passion for his work was obvious among his friends and co-workers. He began working at Transit as a temporary motorcoach operator. "I am the perfect example of opportunity," Don said at his

retirement party. "Apply yourself and the opportunities are endless." He worked his way up to operations manager before retiring.

Don says it was a real pleasure to work here for so long. In fact, he's been with transit for about half of his life. His co-workers agree that he will be missed.

"I worked for Don for many years," said Ismael Montanez (Smiley). "I credit my

success here to Don. Nobody can replace him."

"I am the perfect example of opportunity. Apply yourself and the opportunities are endless."

DON MARQUEZ

opportunity to go along with my ideas."

"Don is a very professional, hard worker," said Patricia Aragon. "He has always cared about transit. He will be missed."

"Don and I had the opportunity to work together creating the customer service center," said Anthony Romero. "Don has always allowed me the



Motorcoach Operator Dillon Van Fleet helped pull people to safety after witnessing an accident.

All in a Day's Work

HOW WOULD YOU REACT WHEN AN ACCIDENT HAPPENS RIGHT IN FRONT OF YOUR EYES?

Motorcoach Operator Dillon Van Fleet was faced with that reality one day several months ago when he was a passenger in the shuttle driven by Angel Slay between the ATC and Yale.

They were waiting at a red traffic light on Coal when a vehicle came racing by them with no intention at stopping at the signal. The white sport utility vehicle clipped a van and flipped over on its top sliding

several hundred feet before stopping.

There were other vehicles at the intersection, but according to Dillon everyone was just sitting there stunned. Angel called Dispatch to report the accident while Dillon jumped out of the van and headed to the SUV.

"I heard yelling when I ran over there," said Dillon. "I pulled open

the door and unclipped the male passenger. I stood back and gave him room to move."

While he was assisting the passenger he heard the female driver crying for help. He went around to her side of the car and proceeded to help her. "When I was trying to get her loose, she was very emotional and was concerned for the safety of her children in the back of the car," said Dillon. "The kids seemed to be okay. Once I freed the mother, she and her passenger helped the children."

While Dillon was busy assisting the passengers of the SUV, Angel was relaying information to Dispatch about the accident. She looked out her window and noticed the people who were in the van which had been clipped by the SUV were switching drivers. She was able to relay this information to police when they arrived on the scene.

While other people continued on with their daily lives and tried not to get involved with this horrifying situation, two ABQ RIDE drivers put their emotions aside and did what they would want others to do for them. "In situations like that, my emotions go very low and I'm able to keep a clear head," said Dillon.

NEWS BRIEFS

ABQ RIDE Honored with Two Awards

Members of the ABQ RIDE Marketing Section were honored last month with two Spotlight Awards given by the Southwest Transit Association. ABQ RIDE placed third in the competition with the Rapid After Dark campaign, which advertised late night service on



SWTA Judges Charla Sloan and Carol Ketcherside present awards to Marie Morra, Desiree Cawley, Jay Faught and Dea Rankin

Rapid Ride on Friday and Saturday nights during the summer. They placed second in the competition with the Discover a Book on ABQ RIDE program that places children's books on all city buses. ABQ RIDE won two out of three total awards given by SWTA.

Girl Scouts Earn Transportation Badge

More than 120 Albuquerque Girl Scouts earned a transportation badge in October. They attended a Saturday workshop, which taught them about public transportation. The girls took turns at seven stations that taught them the correlation between vehicle emissions and the environment, how to read a bus schedule and possible careers in transit. After completing those tasks, the girls along with their troop leaders boarded Rapid Ride to the University of New Mexico. Once there, they received the first ever transportation badge in an award ceremony.



Going the Extra Mile Awards



Alvin Hash pictured with Peter Behrman and Don Marquez.



Peter Behrman presents the award to Curtis Chavez.



Peter Behrman presents the award to Denise Baca.



Don Marquez, Sue Gilmer, Minh Tang, James Gibbs, Deborah Otero, DeAnna Chavez.

Employee Recreation Association Christmas Banquet & Dance

Plan on attending the ERA Christmas Banquet and Dance on Saturday, December 10, 2005. It will be held in the West Building of the Convention Center Ballroom A.

6:00-6:30 p.m.	Social
6:30-8:30 p.m.	Dinner
8:30-12:00 a.m.	Dance

For more information, contact Loretta Baca at 724-6173.

Time to Give to United Way

As the holidays approach, so does the annual campaign for United Way contributions. All employees will receive United Way donation forms this week. People can donate by having money automatically deducted from their paychecks each pay period or giving a one time donation. Completed donation forms will be used for a drawing that will give four employees a day off with pay. Please submit your donation forms no later than December 2, 2005 to the following people:

ATC.....Bonnie Torrez &
Doreen Sanchez

Yale.....Loretta Baca

Daytona.....Dorthea Montano &
Mike Rodriguez